MULTIMEDIA **UNIVERSITY**
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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/18

MIT7213 – MULTIMEDIA & IT
(All Sections / Groups)

2 FEBRUARY 2018
10.00 AM – 12.00 PM
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of ONE page. It contains essay questions only.

2. Please answer **FOUR** out of **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the answer Booklet provided.

<u>Essay Questions.</u>
Please answer **four** out of **five** questions. (Each question carries 10 marks)

1. Mobile communication can now be considered as a necessity and is becoming a culture, adopted by people from all walks of life. Twenty years back, mobile device was a luxury item used only by selected few. There are various reasons for its ever increasing attractiveness; mostly its increasing portability and connectivity, computing power, competitive usage charges, attractive functions and designs and etc has resulted in the adoption of this mobile technology by the society. Looking at the scenario today, please discuss how this mobile technology has been very much part of our lives and changes the way we do things especially in communication.   (10 marks)

2. There are two basic color models that design students need to learn in order to have an expert command over colour, whether doing print publications in graphic design or combining pigment for printing. Knowledge in colour theory is very important for a designer in order to get the right output during printing process or for web publication. Please explain the colour 'pigment' and 'light' theory to avoid problems during this design job.   (10 marks)

3. The principles of design describe the ways that artists use, manage and compose the elements of art in their work. Please name FIVE principles of design from the Principles of Design that you have learned.   (10 marks)

4. Designers usually use vector graphics and raster images in their work; especially for illustration purposes in posters, magazines, web design or print advertisements. Please explain what are the differences between raster images and vector graphics. Please also explain the most important advantage of vector graphics over raster images.   (10 marks)

5. Kinetic typography is the technical name for "moving text"; it is an animation technique mixing motion and text to express ideas using video animation. This text is presented over time in a manner intended to convey or evoke a particular idea or emotion. Please explain in detail what you understand about kinetic typography and please give your answer based on your own project.   (10 marks)

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